



The Commuter Choice Leadership Initiative

**SIP Innovations
Conference**

March 13, 2003

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Overview



- New challenge
- New opportunity
- New partnership

A New Challenge



- **more workers taking on second jobs**

A New Challenge: **business distractions**



Cause employees to ...

- **plan job #2 at job #1**
- **discuss job #2 at job #1**
- **arrive late for job #1**
- **occasionally not show for job #1**

A New Challenge: **costs**



American worker spends ...

- **About \$1,800/year in expenses**
- **Average of \$600/year wasted due to congestion**
- **and getting worse!**

A New Challenge: **daily commute!**



What is this challenge?

The daily commute!

A New Challenge: **time & stress**



American workers ...

- **500 trips each year**
- **160 hours per year (1 month work time)**
- **38 very high-stress hours delayed in traffic**
- **and getting worse!**

A New Challenge: **response by business**



- many unaware of challenge
- others say nothing can be done

A New Opportunity: **response by business**



Some are responding to this challenge by ...

- **turning challenge into profitable opportunity**
- **and helping their employees “retire” from job #2**

Program Overview

- **EPA and Department of Transportation working together**



- **Based on ENERGY STAR/Green Lights Model**



- **Employers voluntarily agree to meet certain provisions by signing Agreement**
- **EPA/DOT provide recognition, tools and more**

Program Overview

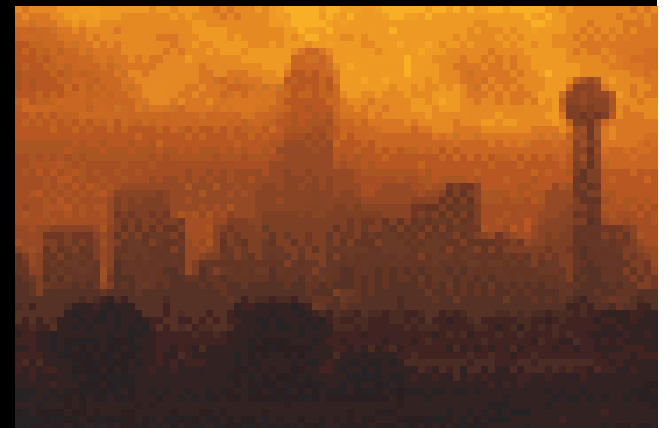
**Setting the Standard of Excellence
for commuter benefits**

**Challenging Employers to meet
that standard**

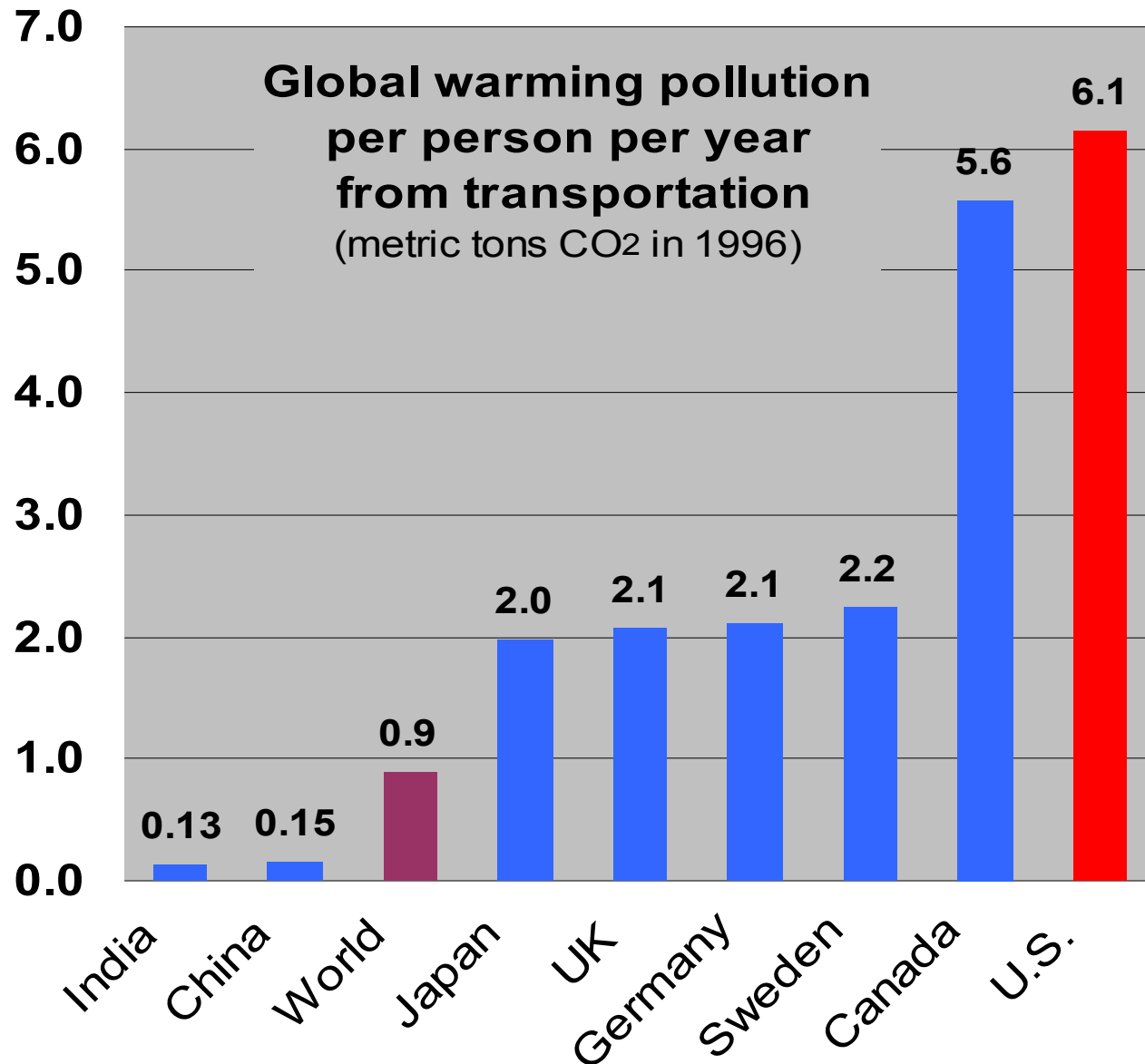
Why EPA's involved in commuter benefits

Local air pollution & Global Climate Change

- Driving has more than doubled since 1970
 - *to 2.5 trillion miles per year*
- SUVs & minivans now half of auto market
 - *polluting 3 to 5 times more than cars*
- One gallon of gasoline = *22 pounds climate change pollution*
- Passenger vehicles cause *20% of U.S. climate change pollution*



Why EPA's involved in commuter benefits



Program Overview

■ **Employer Agreement**

- **Provide excellent package of commuter benefits**
- **Report annually to EPA**

■ **EPA Role**

- **Account Manager**
- **Tools and Resources**

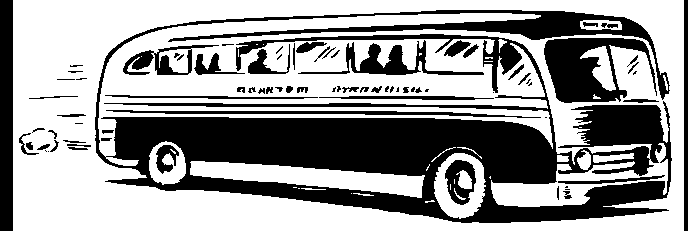
■ **Supporting Organizations**

- **MPOs**
- **TMAAs**
- **Ride Share organizations**

Voluntary!

Primary Commuting Options

- Transit subsidies
- Cash for parking space (Parking cash-out)
- Telecommuting



Supporting Commuting Options

- **Rideshare matching**
- **Intelligent transportation information**
- **Bike lockers & showers**
- **Awards programs**
- **Preferred parking**
- **Compressed schedules**
- **Telecommuting**
- **Shuttles**
- **. . .**



Benefits to Employers - General

- **Cut parking expenses and hassles**
- **Cut employer payroll taxes**
- **Cut employee income taxes**
- **Improve employee recruiting**
- **Cut employee turnover**
- **Improve employee productivity**
- **Improve employee moral**
- **Improve public image**
- **Improve community relations**
- **Improve environmental performance**



Benefits to Employers – Why Join?

- Recognition and media attention
- Recruitment advantage – “Commuter Choice[®] Employer”
- Training
- Technical briefs and assistance
- Web tools
- Forums to exchange ideas
- Comparative benchmarking
- Corporate pride and image

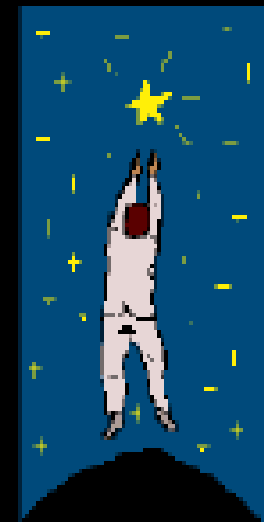


TDM Organizations - Partnership

- **Have local relationships**
- **Know the local markets**
- **Play a positive role with employers**
- **Have established relationships with transit agencies, local governments, etc.**
- **Understand the local/regional needs and opportunities**
- **Know how to demonstrate value**

TDM Organization - Opportunities

- Partner with EPA to reach more employers
- Utilize CCLI to challenge employers
- Communicate opportunities to local employers
- Opportunity to showcase your outstanding employers nationally
- Leverage federal government to reach large employers
- Use reporting information to help improve services
- Bring together employers for workshops and functions
- National and regional events



A New Opportunity: Success to date

- **1385 Commuter Choice® Employers**
 - ◆ **Walt Disney**
 - ◆ **Yahoo!**
 - ◆ **Stanford University**
 - ◆ **Texas Childrens Hospital**
 - ◆ **City of Boulder, CO**
 - ◆ **Pitney Bowes**
- **650,000 employees**
- **1500 work sites**
- **26 States represented**

Partnerships – Best Workplaces for Commuters

BAY AREA COUNCIL



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FOR BAY AREA COMMUTERS, INC.
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www.rides.org



METROPOLITAN
TRANSPORTATION
COMMISSION



Partnerships – Best Workplaces for Commuters



Bay Area employers praised
for offering commuter benefits

COMPANIES AND GOVERNMENTS ENCOURAGE TRANSIT AND CARPOOLS

Alameda Times-Star



EPA pushes alternative commute options



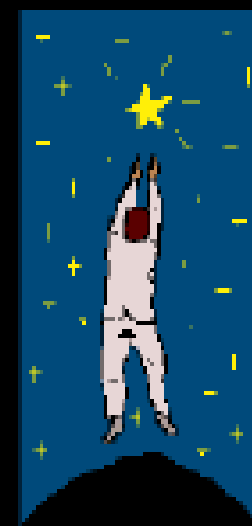
Partnerships - Successes

■ Houston

- **Actively working with Houston-Galveston Area Partnership**
- **HGAC investing in CCLI**
- **Scoping out Best Workplaces for Commuters opportunity**

■ New York

- **Meetings with NYMTC and the Metropolitan Mobility Network**
- **Have committed to focusing on Commuter Choice as a key strategy to meet conformity shortfall**



*The New Partnership: **the bottom line***



Working
together to
meet our goals

